

24 November 1955

SUBJECT: Interim Report on Foreign
Propaganda Analysis

1. The USIA Survey (page 5) states that "The relationship of foreign propaganda analysis to other intelligence support is being studied separately from this Survey." You will recall that, in addition to this statement, at a meeting in your office with representatives of ONE, OGI [] I undertook not only to report on this subject but to investigate what more (if anything) needs to be done in the field of foreign propaganda analysis.

(a) The three volumes of the RAND Report.

(b) The ONE memorandum of 7 January 1954 to AD/O,
Subject: "Overall Requirements for Propaganda Analysis."

(c) Informal comments of the State Department in
a memorandum from the Deputy Director, OIR, to the
AD/NE, and other memoranda relating thereto.

(d) Conversations with personnel in State, ONE,

OCI []

(a) For some it is proof of the view that propaganda analysis is a part of political analysis, while it is admitted

USAF review(s) completed.

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that in this as in all things those with such responsibility should always do better than they are now doing.

(b) For some the study suggests the possibility that there is just over the horizon a whole new discipline which has not been sufficiently explored or exploited. There is, however, no presumption of knowing what specific missions would be involved in such further exploitation or exploration of propaganda, one of the best and one of the few sources of information available from the Soviet Orbit.

(c) For some there is encouragement for a view that not only is foreign propaganda content analysis a distinct discipline, separate from political, but that there ought to be one place in the Government to turn for authoritative propaganda analysis.

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25X1

[REDACTED]
[REDACTED] RAND has permission from
the Air Force to proceed, [REDACTED] to explore:

25X1

(a) The relationship between:

- 1) political and propaganda analysis,
- 2) analysis of press and radio broadcast;

(b) The advantages or disadvantages of propaganda analysis by:

- 1) linguists and/or analysts from original language texts or
- 2) by analysts from translations.

This exploration will be done on a theoretical level without consideration of organizational placement of any of the functions considered.

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5. The RAND findings might be suggestive of specific missions or functions which could be taken to improve propaganda analysis. Accordingly, a final conclusion on this question might well be deferred until RAND files its report.

Conclusions:

6. Quantitative and qualitative studies of foreign propaganda in both broadcasts and press are generally considered useful as contributions in defining the meaning of foreign propaganda and for estimating foreign intentions.

7. Past propaganda studies conducted and published by [] FDD are useful. The caveat currently stated on the inside cover of such studies is desirable: "These reports are based on the analysis of propaganda [] and are issued without any outside coordination. Inferences or hypothetical conclusions drawn solely from propaganda content should be tested against other evidence before being accepted."

8. This investigation has failed to uncover or develop any new specific mission, function or technique in propaganda analysis (over and above that work currently being carried out by OIR, OCI, [] FDD). The new RAND study may suggest such. That study, when completed, should be made available to the intelligence community for such joint consideration as it may merit.

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